How to Stay Quit After the Great American Smokeout? Try 'The Magic of Mondays' 

NEW YORK, Nov. 16, 2016 PRNewswire/ -- Thousands of smokers will quit this Thursday, November 18th, with the American Cancer Society's Great American Smokeout. But many will relapse by Christmas and will need to quit several times before quitting for good. The Monday Campaigns, a nonprofit initiative backed by leading public health schools, says Smokeout quitters can stay on track by using Monday as the day to recommit and re-quit if they relapse.

"The magic of Mondays has worked for millions around the world to help them cut down on meat for their health and the health of the planet," says Sid Lerner, Chairman of the Monday Campaigns, Meatless Monday, which the Washington Post called "a movement with legs," has attracted the support of celebrity chefs like Mario Batali, schools, colleges, companies, and is now in twelve countries worldwide.

"That same weekly behavior nudges that drive the success of Meatless Monday can help smokers to stick their habit too, and keep it kicked," says Dr. Robert Lawrence, Director of the Center for a Livable Future, Johns Hopkins Bloomberg School of Public Health, and Smokey Monday, a campaign led by the National Cancer Institute (NCI) in partnership with the American Cancer Society. The NCI's women's health website says "A Smokefree Monday helps you stay focused on quitting by removing your commitment to a life without cigarettes each week. Every Monday is a chance to reflect on your reasons for quitting, celebrate your progress, and make a fresh start if you've slipped." 

"Monday is the January of the week," says Monday Campaigns President, Peggy New. "Our research shows that people see Monday as the day for a fresh start and are more likely to start diets, exercise regimens and quit smoking on Monday than any other day. It's a natural restart day to change old bad habits into positive new ones, or to get back on the wagon if you've fallen off."

Donald J. Doherty, Chief Executive Officer of the American Cancer Society, Eastern Division says, "We hope many more smokers will use the Great American Smokeout as an important first step towards living a smoke-free life. Stay Quit Monday is a good tool for smokers to use in reinforcing their commitment to quitting. If you're looking to quit smoking, call your American Cancer Society at 1-800-ACS-2345 or visit www.cancer.org. We can help."

The Monday Campaigns (www.mondaycampaigns.org) is a project of Columbia University Mailman School of Public Health, Johns Hopkins Bloomberg School of Public Health and Syracuse University Newhouse School of Public Communications.

Quit and Stay Quit Monday Resources

- Visit the Monday Campaigns www.mondaycampaigns.org for free resources on using Monday to promote a range of health behaviors

- Call your American Cancer Society at 1-800-ACS-2345 or visit www.cancer.org

- Take the Smokefree Monday pledge at www.woman.smokeytree.gov and visit www.smokeytree.gov for additional resources

- Call 1-600-QuitNow, the national tobacco quitline, to talk with counselors and get referrals to local resources

SOURCE The Monday Campaigns